

# Heather Larson

Wichita, Kansas-based  
freelancer/business owner

800-390-6495

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## Profile

A career broadcaster since 1998, Heather Larson is looking to return to radio with her leadership skills, content creation, social media, on-air, web, and production skills as a morning show personality/producer.

## Experience

Destiny Architecture Life Coaching & Reiki – Wichita, KS -- January 2017-Current  
Owner, founder and sole proprietor of coaching/Reiki business as a Certified Life Coach and Reiki Master. Website creation/maintenance; graphic design; social media marketing across Facebook, Twitter, Instagram, Pinterest; web analytics; email newsletter list promotion; writing promotional emails; live video webinars; Facebook live; podcasting; video creation; content creation; coaching clients in person and online; using Reiki and meditation as part of coaching sessions; budgeting; online course creation.

Substance Abuse Center of Kansas – Wichita, KS -- February 2015-August 2017  
Detox technician at the Detox and Sobering Unit since July 2015; Kansas Peer Mentor at Crossover Recovery Center from February-July 2015. CPR/First Aid valid through February 2019. Intakes, discharges, and observation/charting of patient symptoms; crisis management; interviewing patients for bio/psycho/social history; screening for mental health with community crisis partners; working with first responders and hospitals to ensure health and safety of vulnerable population; various social work tasks such as helping patients secure housing; providing safe social detox environment for patients.

Inside.com -- Remote, Freelance from Wichita, KS -- April-July 2015  
Writing/curating San Francisco, national, and music news for Silicon Valley tech startup, Inside.com. Work done remotely from Wichita, KS through CMS with international team across all time zones via HipChat.

Morning Show Producer/Co-Host -- KDGS-FM, Entercom -- Wichita, KS -- 2011-2015  
Morning show on-air personality/producer, second mic for CHR/Rhythmic station; show planning; creation of daily morning show promo; book public affairs guests and hosting public affairs show; writing station imaging copy; live events; commercial production; social media on Twitter, Instagram and Facebook; website updates and operation of text-club.

News Writer, Westwood One Metro Source, Scottsdale, AZ – January 2008-October 2010  
Editor for Westwood One Digital news feeds for 98 radio stations including photo/story selection; curation of news feeds; gathered news; headline writing; promoted to Entertainment News Writer-Editor for HOT AC/CHR format in 2009; wrote music and television news; interviewed television stars and newsmakers for audio stories; headline writing; daily morning show content file creation for HOT AC/CHR format stations.

On-Air Talent, 98-7 The Peak (KPKX), Bonneville, Phoenix, AZ – 2005-2010  
Weekend and fill-in on-air talent; creation of radio station liners as all-staff creative project weekly; commercial audio production; website content writing including blogging. HOT AC/AAA format with over 1,500 songs in station's music library.

On-Air Talent, KDKB, Phoenix, AZ – 2003-2004  
Weekend and fill-in on air talent for Active Rock format.

Morning Show Producer, 104.7 KISS-FM (KZZP) Clear Channel, Phoenix, AZ – 2001-2003  
Morning show producer, third mic for mainstream CHR; show and commercial production; appearances; live broadcast; endorsement spots; coverage of American Idol finales for seasons 1 & 2 from Los Angeles; red carpets in Los Angeles and Scottsdale; round tables in Phoenix; public affairs; web design and content creation.

Education

**Boston University, Boston, MA – BLS, 2010**  
**Paradise Valley Community College Journalism Certificate, 2004**  
**Southwest Institute of the Healing Arts, 100-hour Life Coaching Certificate, January 2017**

Skills

Radio broadcasting, marketing, communications, freelance writing & journalism, content writing, writing with SEO keywords, basic graphic design, social media, use of CMS, Vox Pro, Cool Edit, Wordpress, Squarespace, video conferencing, podcasting, blogging, news writing, live events/appearances, morning show production, life coaching, Google forms, Google Hangouts, Mac, PC, Zoom, Skype, HipChat, Asana, Slack, WireCast Play, GarageBand, Canva, iMovie, Periscope, LinkedIn, Yelp, YouTube, Slack, Mighty Networks, Traknet electronic medical records, Facebook Ads.

References

Available upon request at [everythingheather@gmail.com](mailto:everythingheather@gmail.com)

Writing Samples

<https://heatherlaron.contently.com>

Audio Samples/Airchecks

<https://soundcloud.com/heatherlaron>

Websites/blogs

Coaching -- <http://destinyarchitecture.com>

Reiki -- <https://youdeservereiki.com>  
Writing -- <https://youdeservereiki.com>  
CJD -- <https://curecjd.wordpress.com>

#### Social Media

Twitter -- <https://twitter.com/heatherlarsen>  
LinkedIn -- <https://www.linkedin.com/in/heatherlarsen/>  
Instagram -- <https://www.instagram.com/heatherlarsen/>  
Radio Facebook -- <https://www.facebook.com/ListenToHeather/>  
Reiki Facebook -- <https://www.facebook.com/YouDeserveReiki/>  
Coaching Facebook: <https://www.facebook.com/DestinyArchitecture/>  
Facebook group -- <https://www.facebook.com/groups/892945584183143/>  
Google+ -- <https://plus.google.com/u/1/+HeatherLarsenICT>  
Pinterest -- <https://www.pinterest.com/destinyarchitecture/boards/>  
YouTube -- <https://www.youtube.com/channel/UCze3XaaSIZ7-826ewWdwhaw>  
YouTube Live -- <https://www.youtube.com/channel/UCuPtDvIOTFQTlggf1tPAjlg/live>  
SoundCloud -- <https://soundcloud.com/heatherlarsen>

#### Freelance Clients

Inside.com  
TasteTablet.com  
SWEAT magazine, Scottsdale, AZ  
The Westerly Sun newspaper  
Halogen TV  
*Northeast Mesa Lifestyle Magazine*  
Suite101.com  
KontaktMag.com  
*Veg News* magazine  
Songwriter Universe  
Batanga.com  
CNET's Webshots.com  
104.7 KISS-FM.com  
WFLZ.com  
98-7 The Peak.com  
*Organic Processing Magazine*

#### Online Courses

<http://destinyarchitecture.com/courses/>